



National Student Electronic Media Convention

Atlanta, Georgia
October
25-27, 2012



#CBIAtlanta

Welcome to Atlanta!



On behalf of the College Broadcasters, Inc. (CBI) Board of Directors, thank you for joining us at the inaugural National Student Electronic Media Convention - CBI Atlanta for short. CBI Atlanta is the only convention dedicated exclusively to the interests of student electronic media outlets, including student radio stations, TV/video outlets, and web operations. Whichever category you fall into, we are confident that, in the next few days, you will find a myriad of opportunities to develop your skills, network and improve your student media organization.

Atlanta is one of America's media capitals, and CBI has taken full advantage, providing an unprecedented exceptional lineup of industry professionals to share their expertise with you. Additionally, our talented members will, as always, provide their insights, and our series of roundtable discussions will provide the chance for you to benchmark and network with your peers.

We are also so excited to have Carol Costello as our keynote speaker on Saturday. Carol anchors the 9 to 11 a.m. (ET) edition of CNN Newsroom each weekday. But the convention experience goes beyond just sessions. We implore you to take full advantage of our wonderful downtown Atlanta location. We are just blocks from hundreds of stores, restaurants – ranging from fast food to haute cuisine – and attractions such as CNN Center, World of Coca-Cola, and Centennial Olympic Park.

Finally, as with everything CBI does, CBI Atlanta would not be possible without our members. Thank you so much for your advice and support as we embark on this new, transformative venture. Please let us know what you liked and how we can improve. Our membership meeting will be held on Saturday. We plan on being bigger and better in 2013 and we need your feedback to help us grow.

Thank you,
Greg Weston
College Broadcasters, Inc. President



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Special Acknowledgements

Convention Logo & T-Shirt Design:	Jill Henshaw, Muskingum University
Convention Program, Lanyard, & Name Badge Design:	Marcus Barnhart, Muskingum University
Program Photography:	Jay Bowman, SCAD Atlanta

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Updated Convention News will be posted to our Facebook
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Join the conversation on our CBI Listservs!
Visit AskCBI.org and click "About CBI" - Select from All Members, Faculty/Staff, Television, High School Stations, & Jobs.



Keynote Speaker & Special Events

Keynote Speaker: Carol Costello

Saturday 2:00 p.m. Atlanta 3-4, Level 1

Carol Costello anchors the 9 to 11 a.m. (ET) edition of CNN Newsroom each weekday. She is based in the network's world headquarters in Atlanta. Costello previously contributed to The Situation Room and anchored CNN Daybreak, the network's former early morning news program.

Costello has interviewed four former U.S. presidents, President Jimmy Carter, President Ronald Reagan, President George H.W. Bush and President Bill Clinton, and has covered four presidential inaugurations.

Costello was a part of CNN's Peabody Award winning coverage of the Gulf Oil Spill, the 2008 presidential election and Hurricane Katrina. During her time with CNN, she has also reported on the last Space Shuttle launch, the Ohio midterm elections, the shooting at Virginia Tech, the tsunami disaster in South Asia, the Russian school hostage crisis and Hurricanes Charley, Frances, Ivan and Jeanne.

Costello's work has been honored numerous times, including a 1991 Emmy Award for a special on crack and cocaine, a UPI award, several Associated Press awards and an Emmy nomination in 1993.

Costello joined CNN in October 2001 from WJLA-TV in Washington, D.C., where she'd worked five years as an anchor and investigative reporter. Before that, she spent three years at WBAL-TV in Baltimore as an anchor and co-anchor. She began her career as a weekend anchor and reporter for WAKR-TV in Akron, Ohio, then moved to WBNS-TV in Columbus, Ohio, to work as the station's principal weeknight anchor.

Costello earned a degree in journalism from Kent State University in Kent, Ohio.



CBI Atlanta Convention Special Events:

Registration & Exhibit Floor: Wednesday 6:30 p.m.-8:00 p.m., Thursday & Friday 8:30 a.m.-5:00 p.m., Valdosta, Level 2

Thursday: 8:30 a.m.-8:50 a.m. "Welcome to Atlanta Convention Preview" Session, Savannah 3, Level 2

Friday: 5:00 p.m.-7:00 p.m. "Swamp Cabbage" Band Mixer Activity, Georgia 13, Level 1

Friday: 9:00 p.m.-11:00 p.m. "Advisers Only Reception," Hospitality Suite 201, Level 2

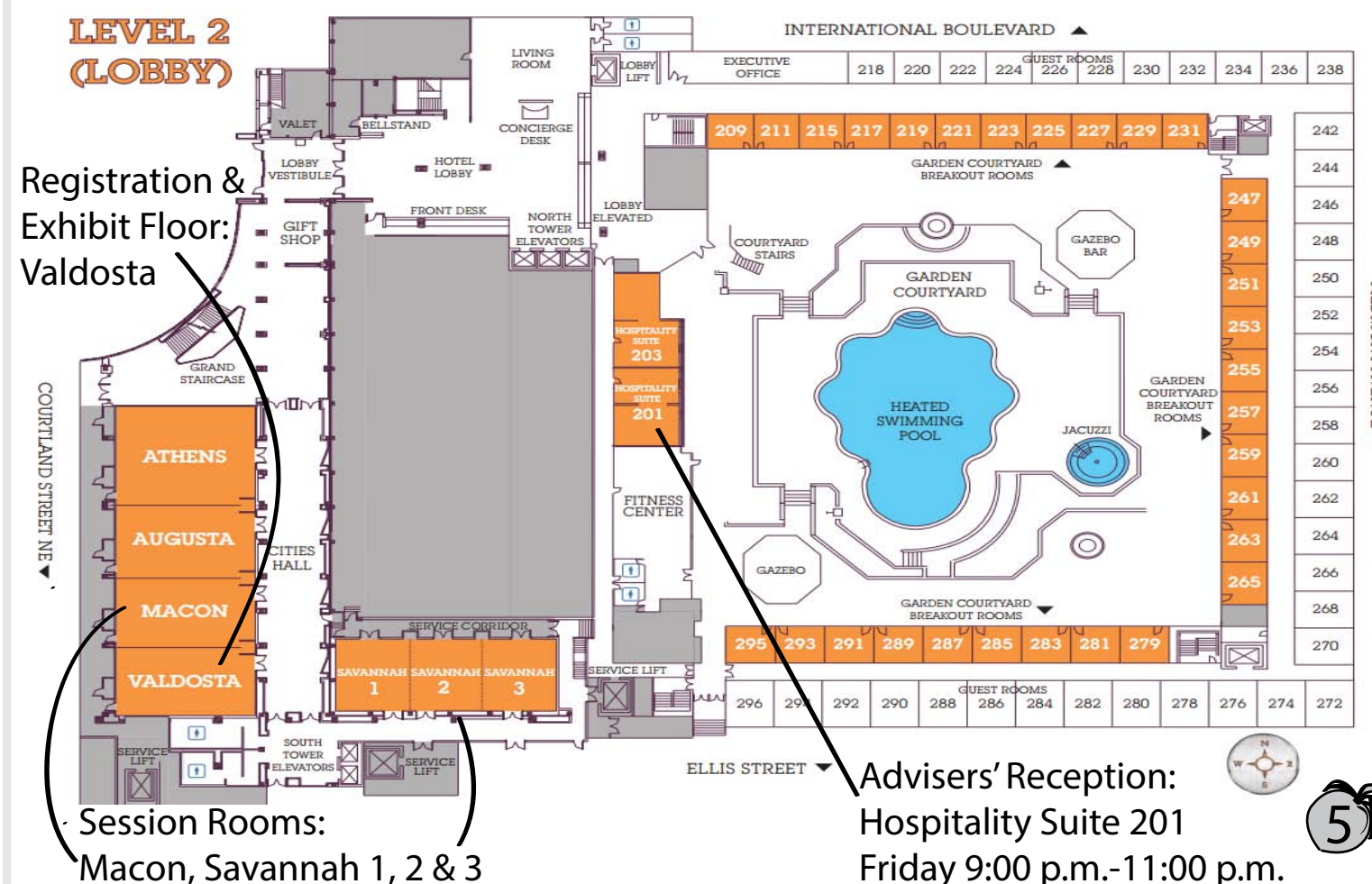
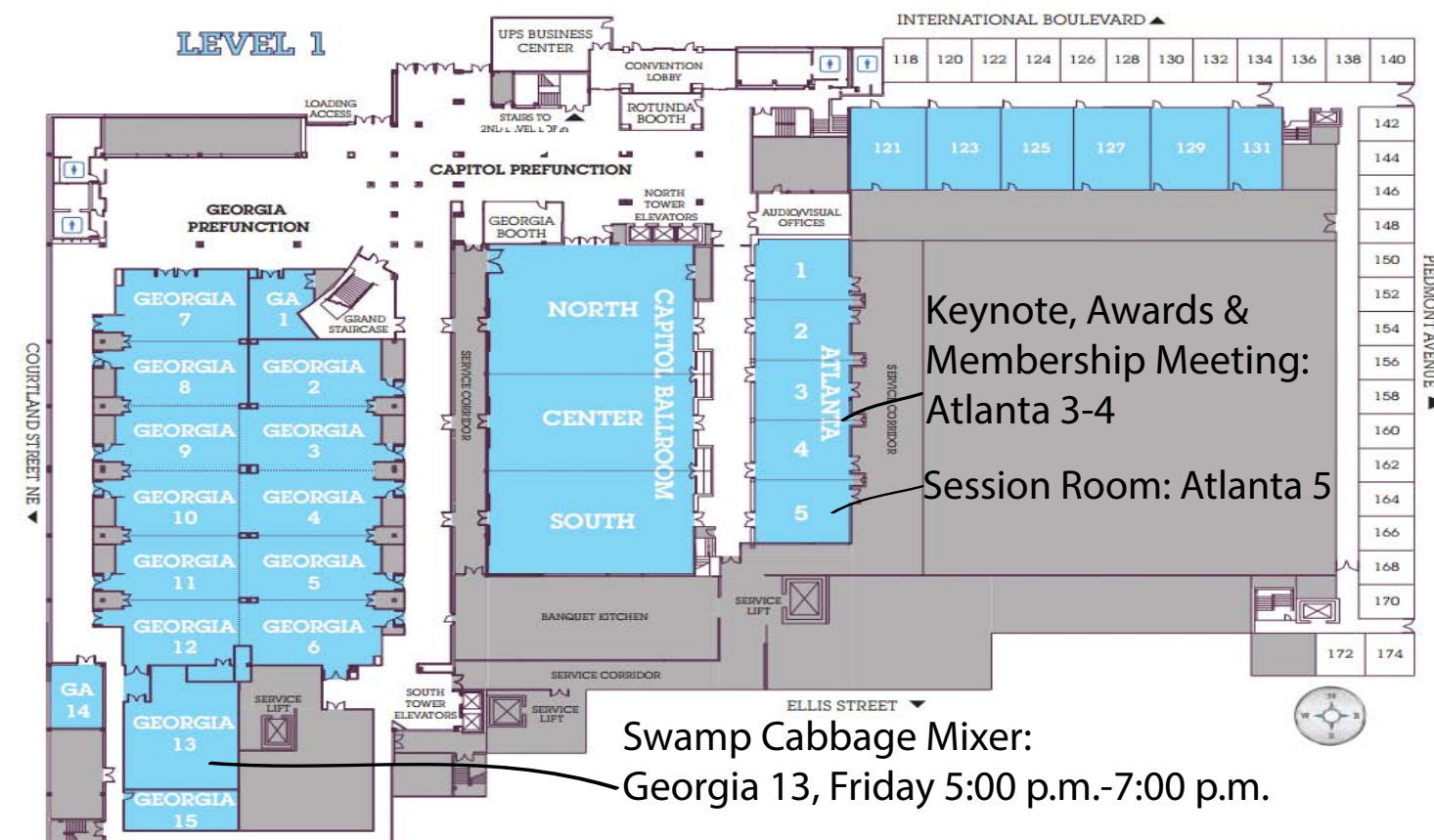
Saturday: 2:00 p.m. Keynote, National Student Production Awards, and CBI Membership Meeting, Atlanta 3-4, Level 1

Ordered a CBI Atlanta T-Shirt? Pick yours up at the Registration Table. Extra T-Shirts are available for sale!

Listen to the Convention Cybercast: live365.com/stations/cbi
Visit the Cybercast on the exhibit floor in Valdosta, Level 2



Convention Maps-Levels 1 & 2



National Student Production Awards Finalists

Combined

Best Student Media Website

ATV	American University
WZND	Illinois State University
GSTV	Georgia State University
WSUM	University of Wisconsin

Best Station Imaging

WZND	Illinois State University
UTVS	St. Cloud State University
KCSU	Colorado State University
TSTV	Texas State University

Best Community

Involvement

Rowan TV Network	Rowan University
KTSW	Texas State University-San Marcos
WLOY	Loyola University
UTB Radio	University of Texas-Brownsville

Television

Best General

Entertainment Program

Ocean TV 20	Ocean City College
Viking Fusion	Berry College
LVTV	University of La Verne
TV2	Kent State University

Best Comedy

ICTV	Ithaca College
TV2	Kent State University

Best PSA

LVTV	University of La Verne
WCN	Westminster College
SGTV	University of South Carolina
CAPS 13	Pittsburg State University

Best Promo

CTV	Colorado State University
Titan TV	University of Wisconsin-Oshkosh
WCN	Westminster College
TV2	Kent State University

Television

Best Sportscast

SGTV	University of South Carolina
TV2 KSU	Kent State University
TSTV	University of Texas-Austin
KBVR	Oregon State University

Best Newscast

ICTV	Ithaca College
Carolina Week	University of North Carolina
News 7	Lyndon State College
CTV	Colorado State University

Best News Reporting

WCN	Westminster College
Carolina Week	University of North Carolina
CAPS 13	Pittsburg State University
SGTV	University of South Carolina

Best Documentary/Public Affairs

JTC 435	Colorado State University
JTC 435	Colorado State University
CAPS 13	Pittsburg State University
ATV	American University

Best Special Broadcast

Orbit TV	Muskingum University
CTV	Colorado State University
GSTV	Georgia State University
WCN	Westminster College

Best Vodcast

Viking Fusion	Berry College
Rowan TV Network	Rowan University
WBGU	Bowling Green State University
Carolina Week / Reese News	University of North Carolina

Radio

Best DJ

KSBR	Saddleback College
WGCS	Goshen College
WRST	University of Wisconsin-Oshkosh
WZND	Illinois State University

Best Podcast

WMUL	Marshall University
WLOY	Loyola University Maryland
District	Savannah College of Art & Design
Bronc Radio	University of Texas-Pan American

Best Newscast

WGCS	Goshen College
WONC	North Central College
WSUM	University of Wisconsin
WMUL	Marshall University

Best Documentary/Public Affairs

WACW	Asbury University
WGLS	Rowan University
WMCO	Muskingum University
KZLX	Northwest Missouri State University

Best PSA

WCRX	Columbia College
KTSW	Texas State University-San Marcos
WSWI	University of Southern Indiana
Radio Fusion	Nanyang Technological University

Best Promo

WBGU	Bowling Green State University
KSYM	San Antonio College
WKNC	North Carolina State University
WMCO	Muskingum University

Best Sports Reporting

WSWI	University of Southern Indiana
WZND	Illinois State University
WGCS	Goshen College
WRST	University of Wisconsin-Oshkosh

Best Sports Play-by-Play

WSUM	University of Wisconsin-Madison
UTA	University of Texas-Arlington
WONC	North Central College
KUOI	University of Idaho

Best Regularly Scheduled Program

WLOY	Loyola University
KTSW	Texas State University-San Marcos
KUOM	University of Minnesota
WKSU	Kennesaw State University

Best Feature

Carolina Connection	University of North Carolina
Radio Fusion	Nanyang Technological University
WKNC	North Carolina State University
KTSW	Texas State University-San Marcos

Best News Reporting

RadioFusion	Nanyang Technological University
Carolina Connection	University of North Carolina
WGCS	Goshen College
WONC	North Central College



Thursday Sessions Quick View

	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.
	Session	Session	Session	Break
Macon Level 2	Starting a Radio News Program from Scratch & Producing Award- Winning News	Social Media 101: Goals & Planning	Social Media 201: Making Connections	Lunch & Social Break
Savannah 1 Level 2	Put it in Writing: Forms that Will Save Your Butt	The One-Man Band: Today's TV Reporter	TV News Anchor: Life in the Spotlight	Lunch & Social Break
Savannah 2 Level 2	Managing an Undersized Sports Staff	New Advisers Workshop	Keeping Your Underwriting Copy Legal 101	Lunch & Social Break
Savannah 3 Level 2	Roundtable: Radio & TV Promotions	Roundtable: Radio Automation	Roundtable: High School Media	Lunch & Social Break

Session also scheduled with the CBI Board of Directors: "Welcome to Atlanta: Convention Preview" Savannah 3, Level 2, 8:30-8:50 a.m.
Listen to the Convention Cybercast: www.live365.com/stations/cbi

	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.
	Session	Session	Session	Session
Macon Level 2	Getting Your First Job in Broadcasting Hour 1	Getting Your First Job in Broadcasting Hour 2	Sports: Getting What You Need from the SID (and Vice Versa)	Staying Legally Safe in the Cyber Jungle
Savannah 1 Level 2	Keeping it Legal Online: What to Know Before You Post	SportsTalk Radio	Big Screen Ideas for a Small Screen Production	Radio PR: Spreading the Word
Savannah 2 Level 2	Starting or Rebuilding Your Underwriting Program from Scratch	Planning for & Surviving a FCC Inspection	Sex & Ghosts: Being Safe While Talking Taboo	Women in Broadcasting
Savannah 3 Level 2	Roundtable: News Directors	Roundtable: Turn Your Website into a Platform for Your Content & Branding	Roundtable: Music Directors	Convergence Roundtable: Collaborating with the "Other Student Media"

Please complete your session evaluation forms!
Evaluation Boxes are located in our session rooms and at the CBI Registration Table in Valdosta, Level 2.

Thursday Sessions

8:30-8:50 a.m. Welcome to Atlanta: Convention Preview

This is your opportunity to learn about the convention, meet some of the CBI Board Members who made it happen and meet others who are attending this great event. CBI will highlight some of the great sessions available to you during the convention and provide plenty of time for Q&A about the state of the organization and the convention.
Savannah 3, Level 2
CBI Board of Directors and Executive Director

9:00-9:50 a.m. Starting a Radio News Program from Scratch & Producing Award -Winning News

With basic equipment, a bit of planning, and a lot of creativity, any college broadcaster can produce award-winning news. This program will guide you through jump-starting a radio news program and pull together quick, professional pieces on the go.
Macon, Level 2
Matt Terrell, SCAD Atlanta Radio
Jessica Clary, Assistant Director of Student Media - SCAD Atlanta Radio

9:00-9:50 a.m. Put it in Writing: Forms that Will Save Your Butt

Forms to help advisers and student managers make the rules clear to their staff members and cover the station(s) in case of problems.
Savannah 1, Level 2
Richard Gainey, Director of Electronic Media and Broadcasting - WONB-FM Ohio Northern University

9:00-9:50 a.m. Managing an Undersized Sports Staff

Staff sizes can fluctuate year to year. Some years there is a surplus of staffers who are eager to join the sports staff. Others, you are lucky to find enough people to do the games. Bodies are not what matter, but committed broadcasters are key. In order to effectively run a sports department you first must have committed individuals. Many times a group of 5-10 is stronger then a group of 20. Managing a small staff can be a challenge, which makes organization and time management key. As a good manager, you have to be ahead of the game early and be proactive in decision making processes in order to run an effective sports department.
Savannah 2, Level 2
Chris Paizis, Sports Director - WSOU Seton Hall University
Omar Ahmad, Station Manager - WSOU Seton Hall University

9:00-9:50 a.m. Roundtable: Radio & TV Promotions

At this roundtable, you will have the chance to find out what promotional campaigns worked (and failed), network with your peers, discuss vendor experiences, and talk through any ideas or issues you may have on getting the word out about your station. Come prepared to share and learn from stations of all sizes and formats!
Savannah 3, Level 2
Hank McDonnell, Adviser KUIW & UIWTV - University of the Incarnate Word
Caila Brown, Online Communications Manager - Telfair Museums

10:00-10:50 a.m. Social Media 101: Goals & Planning

"Social media" is more than Facebook. In this overview session, we'll define "digital presence" and look at some examples. Using Forrester's POST method (People, Objectives, Strategy, Technology), we'll talk about setting goals and the strategic planning process necessary to achieve them. Join media pros from Public Broadcasting Atlanta and CNN, as well as a former student radio GM currently employed in social media.
Macon, Level 2
Jason Parker, Community Outreach Manager - Public Broadcasting Atlanta
90.1 WABE, PBA 30
Doug Gross, Social Media Reporter - CNN
Caila Brown, Online Communications Manager - Telfair Museums

10:00-10:50 a.m. The One-Man Band: Today's TV Reporter

The traditional reporter is out in the field, gathering the information and filing the report. It's been done for decades, but how it's done is changing. Now, it's the single reporter/photographer. Learn from these professionals reporters about this new approach that's even taking place in the large market of Atlanta. Find out what skills you need and what to expect when you get your first job.
Savannah 1, Level 2
Sonia Moghe, Reporter - WGCL-TV
Will Frampton, Reporter - WGCL-TV
Doug Richards, Reporter/Producer - WXIA 11 Alive Atlanta

10:00-10:50 a.m. New Advisers Workshop

Open discussion of topics such as: the role of an adviser, staff recruitment & training, promoting the organization to the target public, working with your administration and more. Bring your questions.
Savannah 2, Level 2
Warren Kozireski, General Manager - WBSU SUNY Brockport
Charles Bailey, Manager - WMUL Marshall University
Hank McDonnell, Adviser - KUIW & UIWTV University of the Incarnate Word

10:00-10:50 a.m. Roundtable: Radio Automation

Automation used to be a dirty word in college radio and in some circles it still is. Come to this session to hear the pros and cons of automation, what systems are used and how they are used. You will leave with new ideas and new friends from across the nation who share the same problems as you and identify ways to solve those problems.
Savannah 3, Level 2
Ted Garner, Director of Media Services - Brenau University

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of Western Alaska.



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11:00-11:50 a.m. Social Media 201: Making Connections

Who is your audience, where are they at, and how do you reach them? We'll look at how a presence network is created, explore the different channels, best practices for each, and how best to incorporate these to meet your goals. Learn from media pros from Public Broadcasting Atlanta and CNN, as well as a former student radio GM currently employed in social media.
Macon, Level 2
Jason Parker, Community Outreach Manager - Public Broadcasting Atlanta
Doug Gross, Social Media Reporter - CNN
Caila Brown, Online Communications Manager - Telfair Museums

11:00-11:50 a.m. TV News Anchor: Life in the Spotlight

Nothing seems more glamorous in the TV news world than being the anchor. But the question is, how do you get there? What skills are needed and what steps do you need to take? Learn from an Emmy Award winner how to get the job done. Stephany Fisher, 4, 5, 6 and 10 p.m. CBS Atlanta co-anchor, has worked her way up to a top-10 market and will give you the insight you are wanting. This session may run long!
Savannah 1, Level 2
Stephany Fisher, Anchor - CBS Atlanta (TV)

11:00-11:50 a.m. Keeping Your Underwriting Copy Legal 101

When businesses support our stations, we air underwriting announcements...but what can we say? What are the rules? This session is designed for those who are new to underwriting copywriting or just need a refresher. Learn the basics from a seasoned professional and a lawyer!
Savannah 2, Level 2
June Fox, Director, Station & Business Relations - DEI
David Oxenford, Partner - Wilkinson Barker Knauer, LLP

11:00-11:50 a.m. Roundtable: High School Media

Here's a chance for high school broadcasters to interact and share their experiences running an electronic high school media outlet.
Savannah 3, Level 2
Pete Bowers, Station Manager - WBFH Bloomfield Hills Andover High School
Bob Long, General Manager - WSTB Streetsboro High School

Noon-1:00 p.m. Lunch and Social Break. Feel free to gather in the Vendor Area to meet and network with conference attendees.

1:00-2:50 p.m. Getting Your First Job in Broadcasting

Finding a job is tough anytime, but especially right now. Setting yourself apart from the other new college graduates is important, and there are great technological, social media and more options out there for you to take advantage of. Learn from the pros — a hiring manager for video journalists at CNN, an adviser who has helped students land jobs across the country, the Vice President of Human Resources for Atlanta Public Broadcasting and a recent graduate who landed a job at CNN.
Macon, Level 2
Kenneth Brown, VP of Human Resources - Public Broadcasting Atlanta
Danielle Koch, Studio Operator - CNN
Shelia Conti, Video Journalist Manager - CNN
Michael Taylor, Adviser - WVVS Valdosta State University

1:00-1:50 p.m. Keeping it Legal Online: What to Know Before You Post

If you're in charge of your station's website, then you need to know how to stay on the right side of copyright and libel law. We'll look at when it's okay to borrow someone else's photos or videos -- and where to find copyright-free material -- and how to safely manage reader comment boards without getting burned.
Savannah 1, Level 2
Frank LoMonte, Esq., Executive Director - Student Press Law Center
Pamela Keeney Lina, Counsel - Turner Broadcasting System, Inc.

1:00-1:50 p.m. Starting or Rebuilding Your Underwriting Program from Scratch

So, you're thinking of starting or rebuilding/upgrading an underwriting program at your radio station but aren't sure how to get the ball rolling. This session will walk you through the steps of getting started, including talking to your licensee about the program, establishing underwriting policy guidelines, staffing, training, and maintaining the program long-term. Developing new and sustainable revenue sources are a key component to your stations survival. Come learn how to develop revenue streams for your station that put you on the path to long term survival.
Savannah 2, Level 2
June Fox, Director, Station & Business Relations - DEI

1:00-1:50 p.m. Roundtable: News Directors

News Directors have a special challenge. Their content needs to be timely, often gathered in the field and there is always a desire to learn how to do it better and stop fighting for air time. Share your ideas, thoughts, successes and failures with your peers and learn, make new friends and walk away with some answers to your pressing questions.
Savannah 3, Level 2
Timothy Cullen, News Director - WSOU Seton Hall University

2:00-2:50 p.m. SportsTalk Radio

Hear the truth about the sports-talk side of the business from this 20-year veteran. Tony Schiavone, Sports Director of WSB Radio in Atlanta will share ideas on show-prep, booking and interviewing athletes and handling listener phone calls.
Savannah 1, Level 2
Tony Schiavone, Sports Director - WSB Radio, Atlanta

2:00-2:50 p.m. Planning for and Surviving a FCC Inspection

If you have a license, you have to plan for a FCC inspection. How can you be prepared? The Atlanta field office District Director will tell you! This session will help you understand what you need to have ready and what the inspector expects. From your Public File to transmitter readings, what do you really need to know? Doug Miller wants to help you avoid the fines by letting you know what the FCC expects from you before they visit. If you have a FCC license, you should expect an inspection. By attending this session, you will know what you need to do to be prepared, avoid fines and keep your station in compliance.
Savannah 2, Level 2
Doug Miller, District Director - FCC

2:00-2:50 p.m. Roundtable: Turn Your Website into a Platform for Your Content and Branding

This roundtable will feature discussion on how to develop and maintain an effective and attractive website for your college TV or radio station, focusing on how to balance creating a platform for distributing your media content, connecting with your audience through social media, recruiting new members to your organization, and establishing a "hub" for your branding and outreach efforts. We'll discuss good and bad practices in web design and methods to integrate a solid web strategy within your organization.
Savannah 3, Level 2
Douglas Bell, General Manager - ATV American University

3:00-3:50 p.m. Getting What You Need from the SID (and Vice Versa)

Sports Information Offices can be a great source of information for your sports broadcasts if utilized properly. Broadcasters can also be a great source of frustration for SID's. This SID veteran will share hints for how to get along with your Sports Information Office along with SID pet peeves and how to use them to better your broadcasts.
Macon, Level 2
Allison George, Director of Communications - Georgia State University
Adam Rogers, Sports Director - WMUL-FM Marshall University

10

11

Thursday Sessions

3:00-3:50 p.m. Big Screen Ideas for a Small Screen Production

Do you have the best idea for a narrative production ever conceived: explosions, romance, car chases, and epic gun fights? Can nothing stop your ambition? In this panel, get anecdotal advice about how to condense these great ideas into a show you and your producers can handle without losing quality and sleep. Learn how to adjust your show's wants to make the show your station needs, how to keep your crew happy and motivated, and how to turn that glorious script into a successful show experience (without ripping out your hair). Justine Stokes from Titan TV will moderate this session.

Savannah 1, Level 2

Sara Wirtz, Program Director, Producer "UW Noir" - Titan TV, University of Wisconsin Oshkosh

Erik Cole, Station Manager - Titan TV, University of Wisconsin Oshkosh

Eli Wickman, Operations Manager, Producer, "UW Noir" - Titan TV, University of Wisconsin Oshkosh

3:00-3:50 p.m. Sex and Ghosts: Being Safe while Talking Taboo

Ever had someone ask to host a show about sex? How about paranormal activity? How about both? These are extremely hot topics, curating interesting guests, good audience interaction and attention for your station. How do you do it in a way that is ethical, protects your station status in the community, but sizzles with excitement and intrigue? Join our experts, who have been doing this for the past 7 years, as they explain the highs and lows of this kind of programming.

Savannah 2, Level 2

Andrea Adams Miller, Consultant, Author, Radio Host - sexualitytutor.com, Bowling Green State University

Jim Barnes, Engineer - WBGU-FM Bowling Green State University

3:00-3:50 p.m. Roundtable: Music Directors

This is your opportunity to meet music directors from stations across the country, share creative ideas and tales of woe and learn from your peers. Discuss how to handle electronic submissions, the review process, space issues and more. You will leave this session with new friends and new ideas.

Savannah 3, Level 2

Chris Cedar, Music Director - WBGU-FM Bowling Green State University

4:00-4:50 p.m. Staying Legally Safe in the Cyber Jungle

Master the legal issues that on-line and broadcast outlets need to take into account with respect to their content and brand on their websites, social media and mobile platforms, and other forms of digital delivery. Hear about and have your questions answered about domain name issues, FTC guidelines, privacy, copyrights and other issues related to social media and web site content that you may not have considered, such as user generated content. You will be surprised to learn what you did not know!

Macon, Level 2

David Oxenford, Partner - Wilkinson Barker Knauer LLP

4:00-4:50 p.m. Radio PR: Spreading the Word

PR Campaign for Radio – Learn the 5 basic steps of Public Relations in radio to ensure your audiences are getting the message! WGUR recently changed frequencies from 88.9 to 95.3 and the PR campaign process has been critical in our success! This Session may run long.

Savannah 1, Level 2

Angela Criscoe, Faculty Adviser - WGUR Georgia College & State University

Allison LeFevre, PR Manager - WGUR Georgia College & State University

Paul Ogletree, General Manager - WGUR Georgia College & State University

4:00-4:50 p.m. Women in Broadcasting

Women have unprecedented opportunities available in contemporary broadcasting, both on the air and behind the scenes. Join panelists in producing, tech and on-air for a discussion on the unique challenges and benefits to being a woman in the contemporary media climate.

Savannah 2, Level 2

Jennifer Stephens, Producer - Adult Swim/Cartoon Network

Jerilyn Jaskowiak, Technical Operations Manager - CNN

Rose Scott, Reporter and Producer - All Things Considered - WABE

4:00-4:50 p.m. Convergence Roundtable: Collaborating with the "Other Student Media"

This roundtable will allow you to share your ideas, thoughts, successes and failures with respect to "convergence." Every student media outlet on your campus has something to gain by working with other outlets. Does that mean simply sharing or converging your operations? Share your thoughts in this fairly unstructured setting with your peers from across the nation.

Savannah 3, Level 2

Rebecca Priebe, General Manager - WBGU-FM Bowling Green State University

Richard Gainey, Director of Electronic Media and Broadcasting - WONB-FM Ohio Northern University

Did you pre-order a CBI Atlanta Convention T-shirt? Pick yours up at the Registration Table! Didn't order one? Get yours before they are sold out in Valdosta!



Please complete your session evaluation forms! Evaluation Boxes are located in our session rooms and at the CBI Registration Table. Thank you for your feedback!

Upon return from Atlanta, please provide additional convention feedback via the CBI Atlanta Post-Convention Survey. The link will be distributed throughout our CBI Email Lists next week.



Downtown Atlanta

CBI Atlanta Sponsors

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Friday Sessions Quick View

	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.
	Session	Session	Session	Break
Macon Level 2	Staff Recruitment & Retention	Getting Started with WordPress	Doing More with a WordPress Website	Lunch & Social Break
Savannah 1 Level 2	50 PLUS Promotion Ideas in 50 Minutes!	Telling Tales: How to be a Powerful Broadcast & Multimedia Storyteller that Can Get a Job	Student Radio Soap Operas: "The Theatre of the Mind"	Lunch & Social Break
Savannah 2 Level 2	From Free-Form to Block: Making the Transition	What We Can Learn from HD Radio	Ask the FCC Experts	Lunch & Social Break
Savannah 3 Level 2	Roundtable: Sports	Roundtable: Student Station Managers - Radio	Roundtable: Gathering & Using Information About Your Audience	Lunch & Social Break
Atlanta 5 Level 1	Video Basics & Beyond Hour 1	Video Basics & Beyond Hour 2	Radio News... Still a Great Career Choice	Lunch & Social Break

Listen to the Convention Cybercast: www.live365.com/stations/cbi

	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.
	Session	Session	Session	Session
Macon Level 2	Learn How to Work with Boomers in Your First Job & Beyond	Webcasting & Broadcast Royalties for Radio/Web Stations	Social Media Marketing for Student Electronic Media	The Keys to a Great Promotions Department
Savannah 1 Level 2	Together We Stand: Strategies for Promoting & Protecting College & High School Radio Stations Hour 1	Together We Stand: Strategies for Promoting & Protecting College & High School Radio Stations Hour 2	The Human Touch: Programming in the On-Demand Age	Only in Adobe Premiere Pro
Savannah 2 Level 2	FCC License Renewal: Avoid the FINE!	The Technology of the NFL	Extreme Radio Studio Makeover!	Learning to Share: Converging College Media Newsrooms
Savannah 3 Level 2	Roundtable: TV/Video Managers	Roundtable: Social Media	Roundtable: Developing a Station Code of Ethics	Roundtable: Student Media Advisers - Staff & Faculty Only
Atlanta 5 Level 1	Engaging Your Audience Online	On-Air Presence & Practice: Learn the Look, Sound, & Style that Can Land You a Job	Writing on the Fly	Radio Show & Tell

Tonight: Swamp Cabbage Mixer: 5:00 p.m.-7:00 p.m., Georgia 13
Advisers Only Reception: 9:00 p.m.-11:00 p.m., Hospitality Suite 201

Friday Sessions

9:00-9:50 a.m. Staff Recruitment & Retention

If you have all the staff you need and everyone is always happy, you do not need to attend this session. For the rest, specific tips with recruiting ideas will be shared along with ideas for helping retain staff members once you get them in the door.

Macon, Level 2

Warren Kozireski, General Manager - WBSU Brockport

Dan Schumacher, General Manager & Faculty Adviser - KTSW-FM Texas State University-San Marcos

9:00-9:50 a.m. 50 PLUS Promotion Ideas in 50 Minutes!

So how do you promote your campus radio station or campus TV channel? Looking for ideas that have worked on other campuses? Bring your promotional ideas to the session as well and take home a few new ones!

Savannah 1, Level 2

Richard Gainey, Director of Electronic Media and Broadcasting - WONB-FM Ohio Northern University

9:00-9:50 a.m. From Free-Form to Block: Making the Transition

Come hear from two stations that made a transition from free-form to block programming. How did they do it and what problems did they encounter? If you're considering a switch from free-form, or just getting started, this session will show you the basics on how to get started, selecting programming, creating basic blocks and discuss why the shift from free-form can bring more listeners and solidify your station's brand.

Savannah 2, Level 2

Michael Taylor, Adviser - WVVS Valdosta State University

Millie De Chirico, SCAD Atlanta Radio

John Bennett, Web Content/Social Media Manager - Valdosta State University

9:00-9:50 a.m. Roundtable: Sports

Being a sports director in college media can be a real challenge with being required to manage a staff, distribute games fairly, and ensuring that there is a full staff. Doing this and doing it well is crucial to the success of your department whether your outlet is radio or video. Come share your ideas, thoughts, and problems at this informative roundtable.

Savannah 3, Level 2

Chris Paizis, Sports Director - WSOU Seton Hall University

9:00-10:50 a.m. Video Basics & Beyond

Let's face it, there are some graphic designers who know graphics – but not video. There are video editors who have a working knowledge of graphic design. There are videographers who don't know video compression. And there are those familiar with the processes but desire a firmer grasp of the concepts. In any case, the gap needs to be bridged to create amazing multimedia projects. Here's what we'll cover... • file formats and transcoding • basic color correction • video-editing basics • graphic design for broadcast • video compression.

Atlanta 5, Level 1

Herbert Dunmore, Operations Manager - GreyComm Studios Loyola University Maryland

10:00-10:50 a.m. Getting Starting with WordPress

Thinking about making the move to WordPress for your website? Learn more about the content management system, the benefits of moving to WordPress and how to get started in this session. The session will cover the pros and cons of moving to WordPress, the basics of installation, theme selection and basic customization and an overview of what works best on WordPress sites around the web.

Macon, Level 2

Judi Knight, Owner - New Tricks & WordCamp Atlanta

Russell Fair, Lead Developer - Cheri Media Group

Do You Spin the Nation's Best College Radio Show?

The IRF Search for the Best US College Music Radio Show, presented by HD Radio™ Technology, in association with Mixcloud & CMJ, invites all US College Radio DJs to submit their best music radio show for **a chance to win a trip to the world's best music conference – Midem – taking place in Cannes, France January 26-29, 2013.** You will be flown to France and introduced to top music industry executives, plus have the chance to attend Midem conference sessions and enjoy over 40 live acts!

**Win a trip
to Cannes, France
to attend Midem –
Jan. 26-29 2013!**

**Enter
Here!**



Deadline for entries is Nov. 15, 2012!

www.mixcloud.com/competitions/IRF-US-Campus-Radio

10:00-10:50 a.m. Telling Tales: How to be a Powerful Broadcast & Multimedia Storyteller that Can Get a Job

Students will hear from local Atlanta broadcast and radio professionals about how to become multimedia storytellers. The panel will offer advice and provide examples of storytelling being done in their field. There may also be a critique session (by the panel and audience) as part of the panel for student journalists who bring work they've done. The session provides student journalists with a chance to learn from professionals currently working in the field and what they need to know about becoming a broadcast storyteller in today's media world.

Savannah 1, Level 2

Steve Butera, Reporter/Anchor - WBIR TV

Tom Jones, Reporter - WSB TV

Emilie Porman-Bush, Former Reporter NPR/Georgia Public Broadcasting - Author/Freelance

10:00-10:50 a.m. What We Can Learn from HD Radio

Radio is an industry that has been trained to focus entirely on emerging technologies, often while disregarding innovation of existing ones. HD Radio and its sub-channeling abilities is an overlooked success story of using innovation of existing technologies to find niche audiences and develop unique programming. Hear how your station might benefit from taking advantage of the options HD Radio offers.

Savannah 2, Level 2

John Robinson, Big Champagne Media

Roy Sampson, Manager, Broadcast Marketing - iBiquity Digital Corporation

Mark Maben, General Manager - WSOU Seton Hall University

10:00-10:50 a.m. Roundtable: Student Station Managers-Radio

Share and discuss experiences, issues and success stories with other college radio station managers. Be ready to share your stories with other students and find out secrets to successful station and staff management.

Savannah 3, Level 2

Caila Brown, Online Communications Manager - Telfair Museums

Dylan Fagan, General Manager - SCAD Atlanta Radio

11:00-11:50 a.m. Doing More with a WordPress Website

Got WordPress but not sure how to make the most of it? This session will cover plug-ins, customization, advanced support, integration with social media and more so you can start getting more out of your WordPress site.

Macon, Level 2

Judi Knight, Owner - New Tricks & WordCamp Atlanta

Russell Fair, Lead Developer - Cheri Media Group

11:00-11:50 a.m. Student Radio Soap Operas: "The Theatre of the Mind"

The session begins with the fundamentals of audio script preparation and sound effects. Examples of radio soaps (plays) will be featured along with live and recorded sound effects, available sources for sound effects on the web and audio editing software. The pros and cons of live versus edited productions will be discussed. One or two of the scripts will be used with members of the session to give a "taste" of radio play production. The development of radio plays will help to increase the student's reading, writing, public speaking skills and working as a team in the audio studio.

Savannah 1, Level 2

Fred Mann, Broadcast Journalism Lecturer/Adviser - Bronc Radio University of Texas Pan American

11:00-11:50 a.m. Radio News...Still a Great Career Choice

Why radio to launch your news career and not TV? Glenn Schuck, reporter for 1010 WINS/New York and News Director for Clear Channel's Total News Wire will explain why today's college students should STILL make radio news their first choice.

Atlanta 5, Level 1

Glenn Schuck, 1010 WINS - New York City

11:00-11:50 a.m. Ask the FCC Experts

This is your opportunity to ask the big legal and technical questions and get the answers from the pros: underwriting, license renewal, contests, safe harbor, FCC policy and compliance questions, station upgrades and more! If you have a question related to FCC-licensed, over-the-air broadcasting, please join us.

Savannah 2, Level 2

Laura Mizrahi, Communications Technologies, Inc.

Melodie Virtue, Owner - Garvey Schubert Barer

David Oxenford, Partner - Wilkinson, Barker, Knauer, LLP

11:00-11:50 a.m. Roundtable: Gathering & Using Information About Your Audience

Through technology, getting information on your audience has never been easier. Discuss the basics of how and what you should be tracking - through your online stream, website analytics, social media and more - and what solutions your station has found successful in gathering and using data.

Savannah 3, Level 2

John Robinson, Big Champagne Media

Jessica Clary, Assistant Director of Student Media - SCAD Atlanta Radio

Noon-1:00 p.m. Lunch and Social Break. Feel free to gather in the Vendor Area to meet and network with conference attendees.

1:00-1:50 p.m. Learn How to Work with Boomers in your First Job and Beyond

In the coming year(s), you're likely to be working with and/or managed by "Boomers", those born between the years of 1940 and 1964. These folks have been in the workforce more years than you've been alive and they have certain expectations of what an employee 'should' be. Don't go in blind! In this session, these Boomers will talk about their expectations and give you a chance to ask any questions you might have about how to take advantage of the expertise of your work environment.

Macon, Level 2

June Fox, Director, Station & Business Relations - DEI

John Weatherford, General Manager - Public Broadcasting Atlanta

1:00-2:50 p.m. Together We Stand: Strategies for Promoting & Protecting College & High School Radio Stations

College and high school radio stations need to develop strategies to ensure that they protect themselves from being closed down or sold off by effectively promoting themselves and make their operations an important part of the student experience. More than ever before high school and college radio stations are coming together to celebrate the importance, and raise the profile of, non-commercial radio in America. This IS relevant to your station, whether you think you are in danger or not. The audience will be invited to share their experiences and ideas.

Savannah 1, Level 2

Rob Quicke, Founder - College Radio Day William Paterson University

Pete Bowers, Founder - High School Radio Day Bloomfield Hills Andover High School

Kenya Lewis, Volunteer - SAVE KUSF

Jennifer Waits, College Radio & Culture Editor - RadioSurvivor.com

Mark Maben, General Manager - WSOU Seton Hall University

1:00-1:50 p.m. FCC License Renewal: Avoid the FINE!

For many licensed radio and TV stations, license renewal is fast approaching. Failure to complete the renewal process properly and on time can lead to fines and even the loss of your license. This session will provide you with the information and tools you need to understand the process, requirements and more.

Savannah 2, Level 2

Laura Mizrahi, Communications Technologies, Inc.

Friday Sessions

1:00-1:50 p.m. Roundtable: TV/Video Managers
TV/Video student media operations face a different set of challenges than their radio or print counterparts. Whether you operate a 24/7 operation, a YouTube channel, vimeo or other video centric outlet, you need to attend this session to share your ideas, your operational strategies and goals and learn how your peers are operating viable "stations." You will walk away from this session with a better idea of how to make your operations work and with contacts that you can use to help you improve your operations.
Savannah 3, Level 2
Katharine Fitzpatrick, General Manager - GreyComm Studios Loyola University Maryland
Oscar Delagarza, Operations Manager - UIWtv University of the Incarnate Word

1:00-1:50 p.m. Engaging Your Audience Online
Engaging your audience through your web presence and social media should be part of every student radio and TV station marketing plan. Bill Overall, who put together a comprehensive social/web presence to promote 'Downton Abbey' in the Atlanta area, will explain how the show became a word-of-mouth hit through some non-traditional audience-engagement efforts. Jennifer Brett, social media expert for the Atlanta Journal Constitution, will show you how to make the most of your station's voice when engaging your audience online.
Atlanta 5, Level 1
Jennifer Brett, Multimedia Journalist/Social Media Expert - Atlanta Journal Constitution
Bill Overall, Director of Education and New Media - Georgia Public Broadcasting

2:00-2:50 p.m. Webcasting & Broadcast Royalties for Radio/Web Stations
This is a must attend session for all radio/web stations that use copyrighted music. By attending this session, you will come away with the information you need to make sure your station is in compliance with respect to copyright issues. There is a lot of information and misinformation out there concerning what you need to stay out of legal and financial problems. The legal and financial aspects of these complicated issues will be addressed by those who are representing stations like yours in the legal arenas and provide you an opportunity to interact with a representative from SoundExchange.
Macon, Level 2
Will Robedee, CBI Executive Director - KTRU/RTV-5 Rice University
Joel Willer, Retired - University of Louisiana at Monroe
Travis Ploeger, Manager, Licensing and Enforcement - SoundExchange, Inc.

2:00-2:50 p.m. The Technology of the NFL
Ever wonder how to get that audio or shot at a football game? Now you can get behind the scenes. Ralph Beaver, National Game Day Coordinator, will discuss the technology at sporting events, from helmet microphones to flying cameras, and bring some show-and-tell pieces. Ralph has been engineering sports broadcasts and remotes for 2 decades in MLB, NHL, NBA and NFL stadiums. Bring your questions and prepare to learn a lot.
Savannah 2, Level 2
Ralph Beaver, National Game Day Coordinator - NFL

2:00-2:50 p.m. Roundtable: Social Media
We'll discuss the benefits of social media (Facebook and Twitter) for your radio station. We'll discuss what drives the most traffic to Facebook and what gets you the most retweets on Twitter. We will also discuss what turns people off and what will make you lose followers and likes. We'll discuss how to drive your listeners from the radio, online to your social media outlets.
Savannah 3, Level 2
Erin O'Grady, Program Director - WSOU Seton Hall University
Kayla Barry, Promotions Director - WSOU Seton Hall University

2:00-2:50 p.m. On-Air Presence & Practice: Learn the Look, Sound & Style that Can Land You a Job
Students will learn how to get a successful broadcast voice, look, and presence from local Atlanta television and radio personalities. The panel will listen to and watch students who volunteer to 'perform' for them and their fellow attendees and then offer critique on their presence and voice. The session provides student journalists with a chance to learn from professionals currently working in the field what they need to know about getting that broadcast presence.
Atlanta 5, Level 1
Ted Hall, Anchor/Reporter - WXIA TV
Susanna Capelouto, CNN Reporter - CNN Radio
Emilie Porman-Bush, Former NPR/GPB Reporter/Author

3:00-3:50 p.m. Social Media Marketing for Student Electronic Media
Whether your station is on-air or web-only, your audience is migrating more and more to social media. Don't be left behind! From Facebook to blogs, the rise of social media creates new challenges and opportunities for you to develop a stronger connection with your audience. In this informative session Doug Powell, Director of Search for Cardinal Web Solutions, will discuss how to integrate social media into your marketing strategies.
Macon, Level 2
Doug Powell, Director of Search - Cardinal Web Solutions

3:00-3:50 p.m. The Human Touch: Programming in the On-Demand Age
When listeners and viewers can literally get anything they want on demand, stations need to embrace their unique strengths to put together station programming that appeals to their audiences. Learn how human programming directors can do what computers can't, and how your station's programming can get, and keep, an audience.
Savanna 1, Level 2
Millie De Chirico, SCAD Atlanta

3:00-3:50 p.m. Extreme Radio Studio Makeover!
Looking for ways to transform your studio from the 80's + 90's to the hip and now? It can be done with minimal resources, a little know how and elbow grease! Learn how to make your studio one of the best places on campus without breaking the bank!
Savannah 2, Level 2
Stephen Merrill, Adviser - WBGU-FM Bowling Green State University
Jim Barnes, Engineer - WBGU-FM Bowling Green State University

3:00-3:50 p.m. Roundtable: Developing a Station Code of Ethics
As colleges prepare to renew their accreditation, advisers are being asked to provide a code of ethics for campus radio and television operations. While news organizations like NPR and Radio Television Digital News Association have codes of ethics for their reporters, there is little existing research or examples to address the ethical issues facing entertainment-focused radio and television. This roundtable discussion will highlight ethics for news and then delve into how to write guidelines addressing the non-news aspects of station programming and operations.
Savannah 3, Level 2
Jamie Lynn Gilbert, Adviser - WKNC-FM North Carolina State University
Bri Aab, Program Director - WKNC-FM North Carolina State University

3:00-3:50 p.m. Writing on the Fly
In fast-paced broadcast production, you have to be able to write a cohesive, easy-to-follow story, and oftentimes you'll have to write it very quickly. Learn from a 30-year TV pro and a radio reporter/producer about how to pull together a story when time isn't on your side.
Atlanta 5, Level 1
Doug Richards, Reporter/Producer - WXIA, 11 Alive Atlanta
Matt Terrell, SCAD Atlanta Radio

4:00-4:50 p.m. The Keys to a Great Promotions Department
This session will focus on the basics of building a great promotions department by sharing strategies that student radio stations can use. Topics to be covered include how to organize giveaways, how to manage completed giveaways in the most productive way possible, how to stay organized, and working well with promoters without jeopardizing your relationship with them or your station's license. This session will also explore what stations can do for their listeners beyond the classic ticket giveaway, as well as how the sports and promotion departments can work effectively together for mutual benefit.
Macon, Level 2
Kayla Barry, Promotions Director - WSOU Seton Hall University
Chris Paizis, Sports Director - WSOU Seton Hall University

4:00-4:50 p.m. Only in Adobe Premiere Pro
Adobe Premiere is fast becoming a non-editing tool that caters to the novice and experienced editor alike. In this session, you will learn the features of this tool and how you can use it to create visual masterpieces. Topics covered: integration with Adobe Photoshop, importing from and to Final Cut Pro, and harnessing the use of Creative Suite to build visual masterpieces.
Savannah 1, Level 2
Herbert Dunmore, Operations Manager - GreyComm Studios Loyola University Maryland

4:00-4:50 p.m. Learning to Share: Converging College Media Newsrooms
The converged newsroom is becoming a fast reality. Convergence isn't just about technology, but a more efficient way of thinking about reporting news. Meet four individuals who are actively practicing convergence at their schools. One student leader and three advisers share advice in getting their organizations and classrooms to think outside single platforms. While all four come from radio backgrounds, see how they are integrating television, newspaper, web, and yearbook mediums into multi-media reporting. Expect to stay overtime for this session!
Savannah 2, Level 2
Timothy Cullen, News Director - WSOU Seton Hall University
Dick Hinchliffe, General Manager - WMSC Montclair State University
Jeff Harman, Director of Broadcasting, Professor of Communication - Muskingum University
Lisa Marshall, WMCO Station Manager, Assistant Professor of Communication - Muskingum University

4:00-4:50 p.m. Roundtable: Student Media Advisers - Staff & Faculty Only
This is your chance to sit with your peers and share your ideas or just get a load off your shoulders with some of the best and brightest advisers from around the country. We all face problems such as how to handle tricky accreditation issues, dealing with supervisors who don't get it, students who don't perform and more. This is your chance to share what works for you and obtain advice in dealing with situations in an unstructured format. You will leave this session with at least some answers and a chance to get to know your peers. This is roughly the live, in person of the CBI-Faculty/Staff email list. Come and put a face to go with the name and come away with new resources to help you cope with situations nobody else understands.
Savannah 3, Level 2
Greg Weston, General Manager - WPTS-FM University of Pittsburgh

4:00-4:50 p.m. Radio Show and Tell
A fun, freewheeling session in which stations share their best work. Examples can include news and sports highlights, phone bits, morning shows, airchecks, imaging and other production. A supportive, constructive critique is provided by veteran broadcasters and session participants. THIS SESSION MAY RUN LONG if we are having too much fun!
Atlanta 5, Level 1
Chris Wheatley, Manager, Radio Operations - WICB and VIC Radio Ithaca College
Dan Schumacher, General Manager - KTSW Texas State U/San Marcos

Did you pre-order a CBI Atlanta Convention T-shirt? Pick yours up at the Registration Table! Extra T-shirts are available for sale until we run out!

Please complete your session evaluation forms! Evaluation Boxes are located in our session rooms and at the CBI Registration Table. Thank you for your feedback!

Friday Evening Events:
5:00-7:00 p.m. Swamp Cabbage Mixer
Come relax to some music and network after a long and productive day at the convention! This event is free and open to all convention attendees. Thank you to John Devecka, WLOY Radio, for coordinating this event!
Georgia 13, Level 1



Swamp Cabbage

9:00-11:00 p.m. Advisers Only Reception
Advisers, wind down from a productive day at the convention and enjoy time with fellow advisers!
Hospitality Suite 201, Level 2

Saturday Sessions Quick View

	9:00 a.m.	10:00 a.m.	11:00 a.m.	1:00 p.m.
	Session	Session	Session	Session
Savannah 1 Level 2	Station Recruitment: A 5-Step Plan to Keep Your Station Strong!	New Advisers: FCC Rules	That's Indecent! Or Not?: What the Decision in FCC v. Fox Means for College Broadcasters	Swag Swap
Savannah 2 Level 2	Low Power FM Opportunities: Upgrade Your Full Power Station or Add a Translator	Building Community Partnerships	Overcoming the Stigma of Webcasting	Four Healthy Habits for College Radio
Savannah 3 Level 2	I'm in Charge, Now What?!	Boomslang: Planning a Music Festival	Help! My Board is in Crisis	Alternatives to Licensed Broadcasting
Atlanta 5 Level 1	Building a Better TV News Package	TV News Producing: Action in the Newsroom	What Are All of Those Buttons on My Camera?	Digital Media Convergence: A Curricular Model
Lunch & Social Break 12:00 p.m.-1:00 p.m. CBI Keynote Address, National Student Production Awards & Membership Meeting begins at 2:00 p.m. in Atlanta 3-4, Level 1.				

Saturday Sessions

9:00-9:50 a.m. Station Recruitment: A 5-Step Plan to Keep Your Station Strong!

Each year every college station faces the same problem: Who is going to replace the current student leadership when they graduate? Targeted recruitment is the answer! Learn five ways to make sure that new leaders are always joining your station!

Savannah 1, Level 2
Cody Turner, Operations Manager - WREK Atlanta Georgia Institute of Technology
Grace Abshire, General Manager - WREK Atlanta Georgia Institute of Technology

9:00-9:50 a.m. LPFM Opportunities: Upgrade Your Full Power Station or Add a Translator

Whether you are looking to launch your first full power or LPFM station, upgrade your signal, or add a translator, this is the session for you. LPFM rules have been relaxed and an imminent filing window for the first time in over 10 years means potential new opportunities for your station to get on the FM Dial. Already have an FCC license? Changes in FCC rules and the digital TV transition may create opportunities for signal expansion or improvement for full-service FM, Class D or grandfathered Class A stations. The FM translator service is impacted by some of these long awaited LPFM changes but may still be a valuable potential way to increase the reach of your station. Our legal and technical experts will explain what's new, what's on the horizon and what you will need to do to take advantage of these opportunities.

Savannah 2, Level 2
Laura Mizrahi, Communications Technologies, Inc.
Melodie Virtue, Owner - Garvey Schubert Barer

9:00-9:50 a.m. I'm in Charge, Now What?!

You've been elected to a management position at your student-run station. Congratulations! Now what do you do? How will you set and meet goals? Can you manage a friend without ruining your friendship? How to determine what your adviser or school want from you and why are learning outcomes important? Your station's success, and yours, depends a lot on how you manage others, and yourself. This session will cover basic management techniques for student media, from running an effective meeting to establishing priorities to communicating with others to keeping yourself together. No matter your background or experience, you can be an effective station leader. Come discover how.

Savannah 3, Level 2
Mark Maben, General Manager - WSOU-FM Seton Hall University
John Onderdonk, Faculty Adviser - KSYM-FM San Antonio College

9:00-9:50 a.m. Building a Better TV News Package

The session will review the different components which can be used to create a TV news package and the ways to arrange these components. TV news packages will be used to demonstrate these concepts. Attendees will take away a better understanding of how to construct a package and tell better news stories.

Atlanta 5, Level 1
Stewart Blakley, Chair: Dept. of Mass Communication - WBCX-FM Brenau University
Ted Garner, Director of Media Services - WBCX-FM Brenau University
Ronny Childs, Station Manager - TV18 The Government Channel

10:00-10:50 a.m. Boomslang: Planning a Music Festival

WRFL's Boomslang Festival has completed its fourth year, bringing a host of unique artists to Lexington, Kentucky for a four-day celebration of art and music. Learn more about how WRFL organized and produced the event, as the discussion covers everything from venues and contracts to production and hospitality.

Savannah 3, Level 2
Margot Wielgus, General Manager - WRFL University of Kentucky

10:00-10:50 a.m. Building Community Partnerships

Your license, if you have one, requires you to program in the "community interest." In some cases your school's very mission requires community outreach. Instead of looking at these as hardships, or requirements, look at them as ways to extend your brand, bring positive PR to the school and your station. Getting to know the right people and businesses in your area can have huge benefits for your station and the community as well. Learn how to work your contacts and build strong partnerships with local businesses, and how to build on the partnerships you already have.

Savannah 2, Level 2
Jarod Jones, Scoutmob
Lisa Marshall, WMCO Station Manager, Assistant Professor of Communication - Muskingum University
Alexandra Nyman, Station Manager - WESS East Stroudsburg University
John Devecka, Operations Manager - WLOY Loyola University Maryland

10:00-10:50 a.m. New Advisers: FCC Rules

Questions about non-commercial FCC rules and requirements? This is the session with take-away handouts, resources for the inevitable post-conference questions plus useful broadcast-specific information from two non-lawyers, with a combined 50+ years advising student media.

Savannah 1, Level 2
Warren Kozireski, General Manager - WBSU Brockport
Charles Bailey, Faculty Manager - WMUL Marshall

10:00-10:50 a.m. TV News Producing: Action in the Newsroom

Every newscast revolves around the person in charge of that newscast, and that person is the News Producer. Every TV news station is looking for quality news producers and this session will help you find out what a news producer does and the opportunities for you. This is your chance to get insight from a professional and what this fast paced career has to offer.

Atlanta 5, Level 1
Kara Pesavento, News Producer - WGCL-TV
John Morris, Instructor of Radio/TV - University of Southern Indiana

11:00-11:50 a.m. That's Indecent! Or not?: What the Decision in FCC v. Fox means for College Broadcasters

Station advisers, student managers, and on-air talent have long struggled to understand the FCC's interpretations of prohibited "indecent" material. In the wake of the Court's decisions earlier this year (in the Fox and CBS cases), the FCC faces a backlog of complaints regarding more than 9000 programs, and unsettled questions about the constitutionality of the Commission's enforcement standards. The session will discuss the issues before the Supreme Court in FCC v. Fox, the efforts by SPLC and CBI to help safeguard the interests of college broadcasters, the still-open questions regarding indecency and broadcasting, and what it all means for college station programmers.

Savannah 1, Level 2
Kara Pesavento, News Producer - WGCL-TV
John Morris, Instructor of Radio/TV - University of Southern Indiana

11:00-11:50 a.m. Overcoming the Stigma of Webcasting

As streaming grows in popularity, web stations are being taken more seriously than ever. Still, there are listeners out there who don't consider web stations as "real" as their terrestrial counterparts. This session will discuss the benefits, practices, strengths and unique possibilities for web stations in programming, presentation, online communities, data reporting and more.

Savannah 2, Level 2
Jessica Clary, Assistant Director of Student Media - SCAD Atlanta Radio
Dylan Fagan, General Manager - SCAD Atlanta Radio
Lucas McCallister, Former General Manager, WIDB.net
John Bennett, Web Content/Social Media Manager - Valdosta State University

Saturday Sessions

11:00-11:50 a.m. Help! My Board is in Crisis

Station Manager of 89.5 FM WSOU, Omar Ahmad will discuss the difficult situations that arise in student management at a radio station. Topics that will be discussed are conflict resolution, enforcement, and making big decisions quickly. There will also be small tips to help rein in a rowdy management team with topics like meeting agendas, emails, and suspension letters. This is meant to serve as a way to improve the leadership and managerial skills of students in radio.
Savannah 3, Level 2
Omar Ahmad, Station Manager - WSOU Seton Hall University
Mark Maben, General Manager - WSOU Seton Hall University

11:00-11:50 a.m. What Are All of Those Buttons on My Camera?

Video production has come a long way since the days of film and VHS cassettes and the technology has changed too. The automated features of modern-day video cameras have made things easier, but what happens when you need to use the professional equipment and manually push those buttons? In this session, we will review the advanced features of the professional video camera and provide a greater understanding of how to bridge the gap between consumer and professional gear, enabling you to enhance your skills and become a better videographer.
Atlanta 5, Level 1
Herbert Dunmore, Operations Manager - GreyComm Studios WLOY-TV
Loyola University Maryland

Noon-1:00 p.m. Lunch and Social Break. There is a deli that serves pizza right in the hotel. Be sure to come back for the last sessions and the keynote address, membership meeting and production awards!

1:00-1:50 p.m. Swag Swap

Bring your stickers, T-shirts, cups, pens, folios and the like to share with other stations. You will see lots of swag and bring home ideas for use at your facility! Share your thoughts with others concerning vendors, pricing and co-branded merchandise.
Savannah 1, Level 2

1:00-1:50 p.m. Four Healthy Habits for College Radio

The session begins with a quick summary of 4 good habits for college radio stations: A well-defined structure/cultivation, Working with other radio groups, Working with the environment around it, and Thinking Long term. These concepts are then addressed individually, with discussion among the three panelists, who will reflect on how these practices were carried similarly or differently at their own stations.
Savannah 2, Level 2
Lucas McCallister, Former General Manager, WIDB.net
Charles Bailey, Faculty Manager - WMUL-FM Marshall University
John Morris, Instructor of Radio/TV & The Edge Radio GM - University of Southern Indiana

1:00-1:50 p.m. Alternatives to Licensed Broadcasting

You can't get a license in your town? Your school sold it off or handed it over to NPR? Little to no budget? It's okay, you still have options. This session will talk about AM, FM, CATV and Web options for getting your signal out there. We will cover a variety of systems and budgets so bring your questions and let's get you on the air!
Savannah 3, Level 2
John Devecka, Operations Manager - WLOY Loyola University Maryland
Will Robedee, CBI Executive Director - KTRU/RTV-5 Rice University

1:00-1:50 p.m. Digital Media Convergence: A Curricular Model

Recognizing changes in industry, Berry College's Communication department converged its curriculum, seeking to cross-train all major students across all media. Berry faculty and staff will present on how they collapsed the medium-based "silos" in the curriculum (print, broadcast, photo) and replaced them with highly collaborative media-converged courses, and how the department transformed its on-campus TV station into a cutting-edge multimedia digital publishing house. The transition, ongoing and not without its bumps, requires new ways of thinking and doing as the Berry Communication team seeks to prepare students for careers in communication rather than merely the job market when they graduate.
Atlanta 5, Level 1
Steven Hames, Adviser - Viking Fusion Berry College
Jason Peterson, Assistant Professor of Communication - Berry College
Kevin Kleine, Communication Lecturer & Student - Publications Adviser
Viking Fusion Berry College Berry College

2:00-5:00 p.m. Convention Keynote Address, National Student Production Awards, & CBI Membership Meeting

CBI welcomes CNN News Anchor Carol Costello for our Keynote Address. Costello anchors the 9-11 a.m. (ET) edition of "CNN Newsroom." Following the Keynote Address, CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. The best in student media is being recognized across 24 categories. Thank you to participating CBI Member Stations who helped judge the 2012 Awards this summer. All advisers and staff members from CBI Member Stations are invited for an update of the state of the organization and share ideas for CBI's future during the CBI Membership Meeting.
Atlanta 3-4, Level 1

Please complete your session evaluation forms! Evaluation Boxes are located in our session rooms and at the CBI Registration Table. Thank you for your feedback!

CBI Atlanta concludes at the end of the Membership Meeting. Thank you for attending the 2012 CBI National Student Electronic Media Convention! The 2013 Convention location will be announced soon!



Downtown Atlanta

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